



MTC REGIONAL PARKING CAMPAIGN

- Why do we care about parking policies?
- What have we done?
- What's next?
- Who are our partners?



Parking policies are embedded in local land use decision making

BUT . . .

impacts ability to meet SB375 goals

-

Excess/Free/Subsidized parking

- Generates traffic, VMT & GHG
- Makes infill housing more expensive and limits reuse of older buildings
- Tilts development toward suburban locations-cheap land & long commutes
- Expensive, inefficient and inequitable



What has MTC done so far?

- Tools, models, ordinances, case studies
- Survey locals - interests and impediments
- Workshops
- Consultant assistance
- Policy and technical analysis
- Team up with others



Tools, model, ordinances, case studies

- MTC Smart Parking Toolbox
- Process for evaluating parking policies
- Model to re-estimate parking demand with sharing, pricing, transit, etc
- Case studies
- “Parking Strategies” include pricing, unbundling, cash-out, on & off street coordination, transit passes, etc.



Surveys, workshops, consultants

- Key strategies- reduced parking requirements, carsharing, transit incentives, cash-out, design
- Major impediment - neighborhood concerns
- Training, consultants, funding



Key Policies Areas 2012

- City parking requirements
- Right sizing transit station parking structures
 - Technical analysis/workshops/communications



Priority Development Areas

- Over 60 jurisdictions & 120 areas
- About 425,000 new housing units by 2035
- 3% region's land area
- 55% of projected regional growth



Station Area Planning grant program

- 43 funded plans to date
- Land use-half-mile, existing/
planned housing & jobs
- Market demand analysis,
Affordable housing strategy
- Multi-modal connectivity -
pedestrian-friendly design,
accessibility
- Parking demand analysis
- Implementation & financing



Eliminate/reduce parking requirements in Station Area Plans



- Eliminating parking requirements does not prohibit parking!
- Market supportive. Workshops to provide examples.
- More space for housing/commercial, money for amenities
- Transit passes, bicycle, carshare can be required

Allow developers to propose financially viable projects that rely on transit and choice of future residents

Analyze Parking Structures?

- Structures provide car access to high demand locations

BUT

- High expense of new proposed structures
 - TODs/Station Area Plans
 - 6000 spaces~\$150 million
 - Intermodal Stations
 - Downtowns
- VMT/GHG
- Quality of place
- Balance with other modal options?



Case Study: Parkway Transit Center



Proposal:	
Current Spaces	207
New Spaces	710
Net Spaces	503
Construction	\$17.5 M
\$/Space	\$25,000
\$/Net Space	\$35,000
Monthly Cost/New Trip	\$269
Daily Cost/New Trip	\$12

Milpitas Station Area (BART to Silicon Valley)



Project Size:

Current Spaces	0
Spaces To Be Built	1,300
Removed Spaces	0
Net New Spaces	1,300

Project Cost (for parking):

Total	\$32.5 M
\$/Space	\$25,000
\$/Net Space	\$25,000
Cost/Trip (Month)	\$105
Cost/Trip (Day)	\$4.84

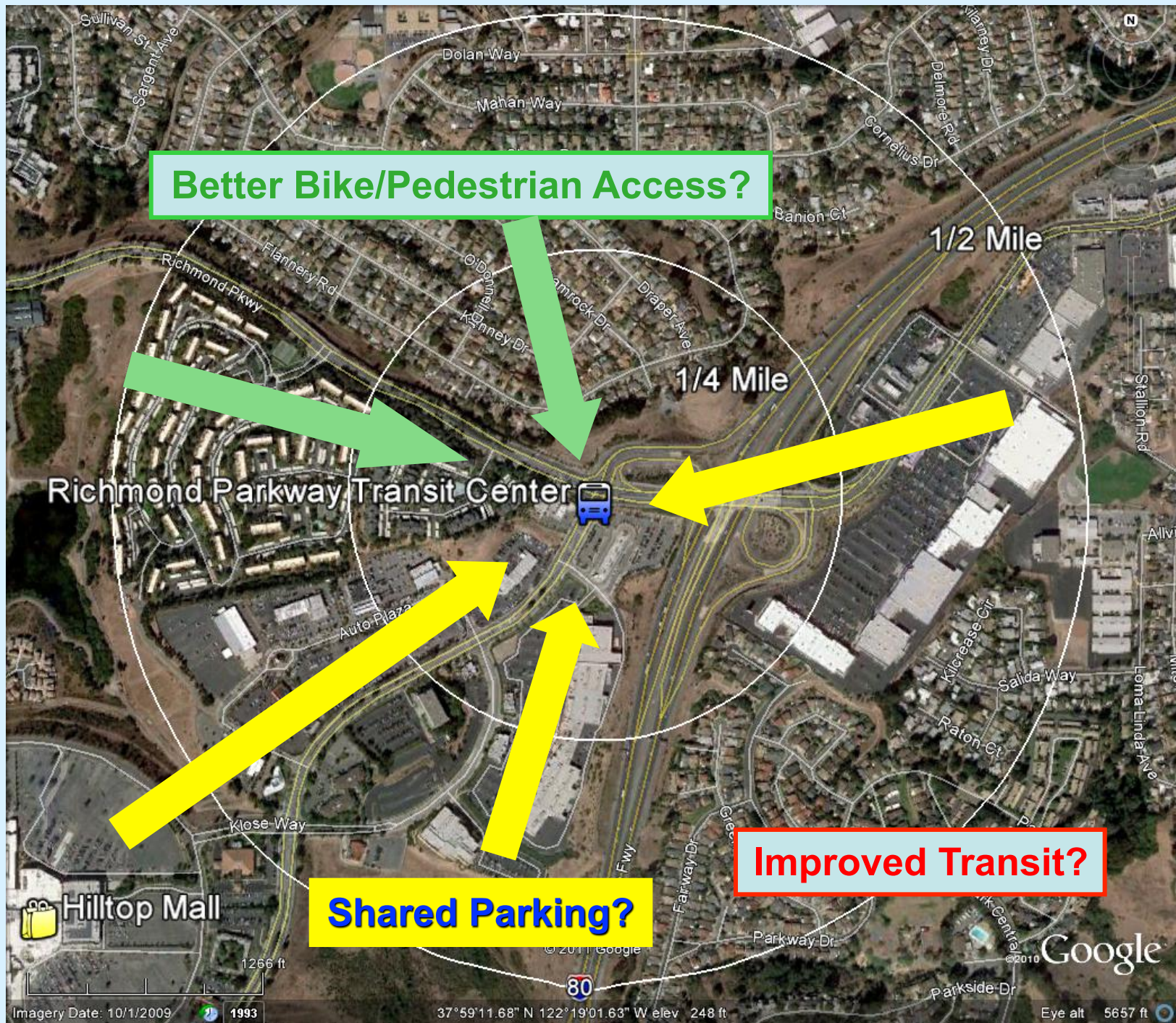
Population Within:

½ Mile Walk	214
½ Mile Radius	2,155
2 Mile Bike	26,390
2 Mile Radius	77,693
Housing Density	> 10 DU/Acre

Milpitas Station Area (BART to Silicon Valley)

- Location: Montague Expwy and Capitol Ave
- Agency: Santa Clara Valley Transportation Authority (VTA)
- Project Status: Planned
- Primary Service:
 - Phase I of BART extension to Silicon Valley/San Jose
- Station area access:
 - Only 10% of residents within ½ mile are within a 10 minute walk
- Potential for reduced parking?
 - Improve access by walk, bike, transit, modes
 - Share parking with Milpitas Great Mall
 - Add mixed use residential w/ low parking, transit passes & carshare





Comparing Parking Structures with TDMs

Parking

- Number of spaces
- Net new spaces
- Revenues
- Occupancy/Turnover
- Cost per new space

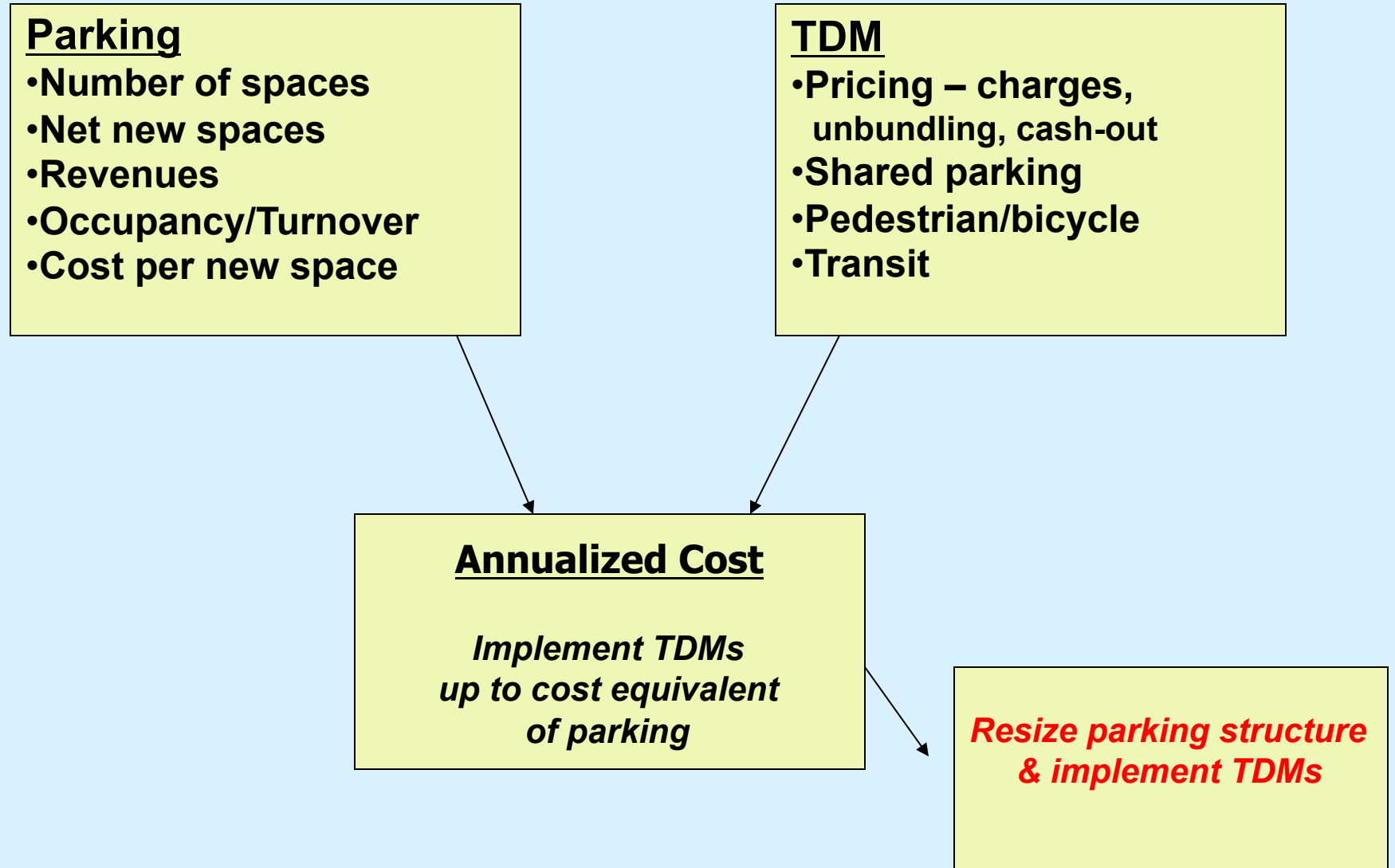
TDM

- Pricing – charges, unbundling, cash-out
- Shared parking
- Pedestrian/bicycle
- Transit

Annualized Cost

*Implement TDMs
up to cost equivalent
of parking*

*Resize parking structure
& implement TDMs*



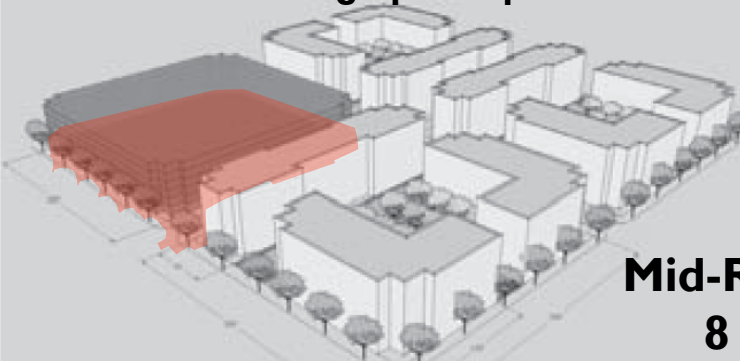
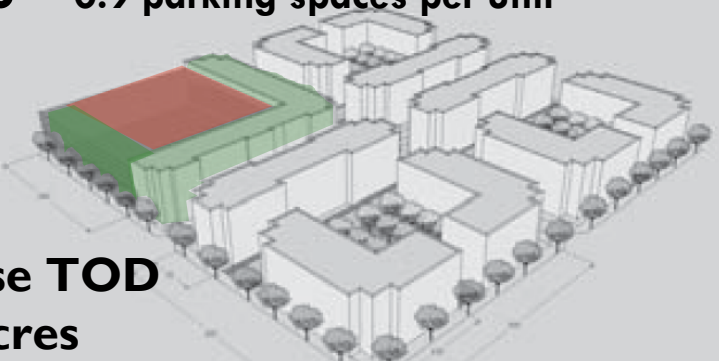
Partners

- City planners, public works, transit, CMAs
- Developers, financiers, businesses
- Planners from cities outside the region
- Advocacy groups
 - Urban Land Institute, SPUR, UC Berkeley, Transform GreenTrip





GreenTRIP Certification of developments Right Sized Parking & Model TDMs

	2.2 Parking Spaces per Unit	VS	0.9 parking spaces per unit
			
	Mid-Rise TOD 8 acres		
	Change	2.2	0.9
Units	+200	801	1,001
Parking Spaces	-899	1,800	901
Parking Cost	-\$16.6 m	\$33.3 m	\$16.7m
Traffic Reduction Strategies	+\$10 m	Transit Pass & Carshare	

Three things to leave you with . . .

- Reformed parking is crucial
 - Reduce/eliminate requirements
- Reduce subsidies to parking
 - Expose parkers to costs
 - Provide choices with prices
- Partners
 - Planners
 - Developers
 - Community advocates





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